



Supermarket Savvy

Natural Sweetener Alternatives—All sweeteners are not equal!

Sugar substitutes have evolved into a mainstay in American diets as obesity continues to be a problem. In 2007, an estimated 194 million Americans consumed products sweetened with sugar substitutes, according to the Calorie Control Council. With the current interest in natural ingredients, manufacturers have been challenged to find natural sources for lower calorie sweeteners. These new sweeteners contain natural ingredients such as erythritol (sugar alcohol), Luo Han Guo (fruit extract), stevia (plant extract), and fructose (fruit sugar). Read reviews of several of the most popular natural sweetener alternatives and find a Sweetener Comparison Chart on page 5 and a Tip Sheet on page 6. Read the results of our baking and beverage testing in the Editor's Note following each review.




Sweet Fiber

If you are looking for a natural, zero-calorie sweetener that can also help you feel satisfied, Sweet Fiber may be for you. Luo han guo (*see FYI below*) is the sweetener in this product. Together with the prebiotic inulin and natural flavoring, it is a unique natural sweetener. One of its claims states that three packets of Sweet Fiber in place of six tablespoons of sugar can save you 90 calories and nine pounds of annual weight gain. They also state that consuming three packets of Sweet Fiber boosts the average American's soluble fiber intake by 20% and provides about 10% of the recommended daily amount of 25 g fiber. Sweet Fiber contains 0.75 g fiber per packet. It is also available in a shaker jar.

Pros: Thirty times sweeter than sugar. Contains the prebiotic inulin, a soluble fiber (0.75 g per packet).

Cons: May not be available in local stores. You can order on the Internet.

 For baking, figure 1 tsp sugar equals ½ tsp Sweet Fiber. Brownies were thin and crusty with an agreeable sweet taste. It did not dissolve completely in cold beverages, but does in hot. The taste is pleasant and satisfying. Find recipes at www.sweetfiber.net.

SWEET FIBER	
Rating	***
Claims	Natural, kosher, calorie free, prebiotic
Allergens	None
\$	\$6.99/50 packets \$8.99/250-g shake
Distribution	SM, H/N, SD, IO
www.sweetfiber.net	

FYI Luo Han Guo



Luo han guo (luohanguo) is a native fruit (*Siraitia grosvenori*) to Southern China and has been consumed for its sweet taste in China for centuries. It has also been used as a medicinal herb to treat sore throat and cough and as a longevity aid. Luo han guo claimed self-affirmed GRAS status in May 2006. The status has not been challenged or affirmed by the FDA although manufacturers expect it to be affirmed by the FDA this year. Read more at NutraIngredients.com and FoodProcessing.com.

Our mission statement

To provide objective, balanced, and science based information on new food products, health issues, food labels, trends, and educational resources.

Key to information boxes

- Rating**
 *** Recommended
 ** Recommended (see 'Cons')
 * Not Recommended
- Distribution**
 SM = Supermarkets
 H/N = Health/Natural Food Stores
 GS = Gourmet & Specialty Stores
- DC = Drug & Convenience Stores
 CS = Club & Super Stores
 ND = Nationally distributed
 RD = Regionally distributed
 TM = Test Market
 MO = Mail Order
 IO = Internet Order
 FS = Food Service

- NA = Information not available at the time of publication
-  = Free product sample offer
-  = Editorial comments

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Sweet & Slender

Here is a natural sweetener that combines luohan guo with fructose for a low-glycemic, zero-calorie, natural sweetener. The glycemic index of Sweet & Slender is 20 compared to 70 for sugar. The company explains that they combine luohan guo and fructose so that the finished product maintains many of the characteristics of sugar. The advantage of Sweet & Slender over regular fructose is that a single serving of fructose has 3 g sugar and Sweet & Slender has only ½ g. Combining fructose and luohan guo produces a product with no aftertaste. Sweet & Slender is available in packet and shaker form.

SWEET & SLENDER	
Rating	***
Claims	Organic, kosher, GMO free, low glycemic, calorie free
Allergens	None
\$	\$7.99 / 120 packets \$9.99 / 2 lbs.
Distribution	SM, H/N, ND, IO
Contact	1-800-899-9908
	www.sweetandslender.com

Pros: Granulated like sugar; 1 packet = 2 tsp sugar, so it requires less to sweeten; low glycemic effect.

Cons: Expensive – about \$0.08 per packet.

 When brownies immediately came out of the oven, a crystallized, bubbly film covered the brownies, but shortly dried to nothing. A sweet odor accompanied it as well. The brownies were dense, thin, and dry and had a slightly sweet/bitter aftertaste. Though we did not find it the best for baking, it provided one of the best flavors compared to other sweeteners in cold tea and dissolved well. Enjoy more recipes at www.sweetandslender.com.

FYI **GRAS Status**

When the food additive amendments to the Food, Drug, and Cosmetic Act (FDCA) were enacted in 1958, certain food ingredients with a long history of use were exempted from the pre-market evaluation-and-approval process required for food additives. Such compounds were labeled as “generally recognized as safe” (GRAS). However, any food ingredient can be considered GRAS as long as it is generally recognized among scientific experts to be safe under the conditions of its intended use. The GRAS status of a compound can be established either through submission of a GRAS petition to the FDA or through a GRAS self-affirmation process. [Click here for FDA Questions & Answers on GRAS. FDA's online database of GRAS substances.](#)




Bob's Red Mill Fructose

Not interested in a sugar ingredient you've never heard of such as erythritol, luohan guo, or stevia? Bob's Red Mill offers an all-natural, fructose product touted for sweetening beverages, cereal, and fruit and appropriate for baking. Since this product is about 60% sweeter than sugar, you do not need to use as much. Though it's not calorie free (15 kcal/tsp, which is similar to sugar), it will not have an effect on blood sugar levels since it does not require insulin to be metabolized. Therefore, it can be a viable option for people with diabetes. *See FYI on Fructose below.*

Pros: 60% sweeter than sugar so you use less. No glycemic effect.

Cons: Same amount of calories as conventional sugar.

 Brownies were dense and chocolaty with only a faint sweet taste. Did not dissolve in cold tea, but did provide a sweet taste. For more information on cooking with fructose, go to www.bobsredmill.com.

BOB'S RED MILL FRUCTOSE	
Rating	***
Claims	Natural, kosher
Allergens	Corn
\$	\$4.49/32-oz pouch
Distribution	SM, H/N, FS, ND, IO
Contact	1-510-350-7232
	www.bobsredmill.com

FYI **Fructose**

Fructose is a simple sugar (monosaccharide) naturally found in many fruits and some root vegetables. It is the sweetest, naturally occurring sugar and is estimated to be twice as sweet as sucrose. It often is recommended to diabetics because it does not affect blood glucose levels. However, recent research has shown that a large consumption of fructose may have adverse effects on plasma lipid levels and uric acid levels, which raises triglycerides and LDL cholesterol. [Read research abstract.](#)



WHEYLOW	
Rating	***
Claims	Low calorie, carbohydrate, glycemic index
Allergens	Milk
\$	\$7.99/120 packets \$9.99/2-lbs bulk
Distribution	H/N, SM, SD, IO
Contact	1-888-639-8480
	www.wheylow.com

WheyLow

A simple play on words, this product contains no whey but the lactose is derived from whey. In addition, it is low in calories and carbohydrates, and may eventually help you “weigh low” if it replaces sugar in your diet. Whey Low is 100% pure crystalline sugars with little or no proteins (allergens) whatsoever.

WheyLow claims that fructose prevents the full absorption of lactose and lactose prevents full absorption of sucrose because it inhibits isomaltase (sucrose enzyme) activity. For further explanation, refer to the [WheyLow Web site's clinical testing section](#). WheyLow also claims that those with lactose intolerance need not worry as the small amount of lactose in this product has not been correlated with complications.

WheyLow is a blend of sucrose, fructose, and lactose that comes in powdered or granular forms and is available in bulk and packets. Six packets are equivalent to two heaping teaspoons of sugar.

Pros: 70 to 80% lower glycemic index and 75% less calories and carbohydrates than sugar.

Cons: Limited sales in local supermarkets or health/ natural food stores.

🌸 Brownies were fluffy, moist, and sweet. This was our favorite alternative sweetener for baking. Provided a sweet taste—just like sugar—when mixed in cold tea. Find recipes for baking with WheyLow at www.wheylow.com.

FYI **What does “natural” mean?**

The FDA has not established a regulatory definition for the term “natural” nor do they plan to do so. The FDA’s policy is not to restrict the use of the term “natural” except for added color, synthetic substances, and flavors as provided in the Code of Federal Regulations. In addition, the FDA says that the use of “natural” means that nothing artificial or synthetic has been added. [Read NutraIngredients.com article—Natural will remain undefined, says FDA.](#)

Is high-fructose corn syrup natural?

With the above FDA policy on “natural,” there has been disagreement regarding the status of high-fructose corn syrup (HFCS) as a natural sweetener. When FDA personnel examined the composition of HFCS, they concluded that HFCS is produced using synthetic fixing agents and is not “natural.” [Read NutraIngredients.com article—HFCS is not “natural,” says FDA.](#)



SWEETLEAF STEVIA	
Rating	***
Claims	Natural, kosher
Allergens	None
\$	\$5.99
Distribution	SM, H/N, ND, IO
Contact	1-800-899-9908
	www.sweetleaf.com

SweetLeaf Stevia

Looking for a very sweet alternative to standard artificial sweeteners? SweetLeaf Stevia promotes a taste that is 30 times sweeter than sugar. Made with stevia (*see FYI below*), an herb, it is a natural plant, low glycemic, and calorie free. Combined with inulin, one packet of SweetLeaf provides 1 g fiber. Inulin [fructo-oligosaccharide (FOS)] is a prebiotic fiber not susceptible to digestion.

Wisdom Natural Brands, the manufacturer of SweetLeaf Stevia, has recently announced that an independent panel of scientists has awarded Stevia self-affirmed GRAS status. Although this product has traditionally been found with supplements, look for it in the near future on the sweetener aisle. SweetLeaf Stevia is available in packets and shaker jars.

Pros: Provides fiber, 1 packet = 2 tsp sugar, so you use less to sweeten.

Cons: Has been sold as a dietary supplement but is in transition to the food aisle.

🌸 Brownies were dense, thin, and had a bitter aftertaste. Refrigerate baked products made with stevia, as the brownies molded after four days. In cold tea, it provided a sweet flavor and dissolved well.

FYI **Stevia**

Stevia leaves and its extract, stevioside, is a product native to Brazil and Paraguay. Though not approved as a food additive in the United States, it is approved in Brazil and Japan where it is used as tabletop sweeteners and in beverages. Wisdom Natural Brands has recently self-affirmed its version of stevia—Sweet Leaf—as being GRAS and says the ingredient will be available in soda or food products by the end of this year. Coca-Cola and Cargill recently published science backing their ingredient Truvia, but have not announced GRAS status. Look for stevia products on the supermarket shelves this year. [Read Food Navigator article—Has stevia broken US dietary supplement shackles?](#)





Organic Zero


No tooth decay? Zero calories? Zero glycemic index? Zero artificial ingredients? If you are looking for these attributes in a product, then Organic Zero fits the bill. This product is produced from organic sugar cane that is naturally fermented and crystallized to create organic erythritol a sugar alcohol. Although sugar alcohols can have adverse affects on digestion, erythritol is processed differently. *See the FYI on Erythritol below.* This product is available in a 12-oz pouch or 5-g packets.

ORGANIC ZERO

Rating	***
Claims	USDA organic, kosher, calorie free
Allergens	None
\$	\$9.99 / 35 packets
Distribution	SM, H/N, ND, IO, FS
Contact	1-800-680-1896
	www.wholesomesweeteners.com

Pros: Organic, calorie free with no glycemic effect. Made from sugar.

Cons: More expensive because it is organic and made from sugar rather than corn.

 Brownies had a mint-like, cooling effect when tasted immediately after removing from the oven. Once cooled, they became hard and dense. When used in beverages, it provided sweet satisfaction. Find recipes for Organic Zero at www.wholesomesweeteners.com.

FYI

Erythritol

Erythritol chemically belongs to the sugar alcohol family and is naturally found in low levels in many fruits and fermented foods such as soy sauce, wine, cheese, beer, and sake. Erythritol is produced through a fermentation process using natural, raw ingredients containing glucose, such as corn or sugar. It has a high digestive tolerance unlike other sugar alcohols because more than 90% is absorbed in the small intestine and minimal amounts reach the large intestine. Since the human body does not have the enzymes that are required to break down erythritol, it is largely excreted in the urine. It is basically non caloric (less than 0.2 cal/g).

Erythritol is not as sweet as sugar—you need about a quarter to a third more by volume for an equivalent. Erythritol has a slight, mint-like, cooling effect on the tongue.




ZSweet

Sugar Free! This seems obvious for natural alternative sweeteners, but not all products are created equal. ZSweet does not contain fructose, sucrose, glucose, or honey—it *only* contains erythritol and natural fruit extracts as flavor enhancers. It touts zero aftertaste, calories, and effect on blood glucose levels.

ZSweet is available in multiple-sized packages that include SHAKE IT! (canisters), BAKE IT! (pouch), and TAKE IT! (packets). ZSweet also markets ZSweet Organic, which is available in a 1.5-lb pouch.

Pros: Measures, looks, and pours like sugar. Calorie free and no glycemic effect.

Cons: Hard to find in stores but

 Brownies were soft when immediately removed from the oven and had a slight sweet taste. When cooled, they became hard, very dense, and the cool erythritol aftertaste was apparent. Worked well in cold beverages, but required additional stirring in hot beverages because it clumped together. Overall taste is refreshing and sweet. Look for recipes for ZSweet at www.zsweet.com.

ZSWEET

Rating	***
Claims	Organic, kosher, calorie free
Allergens	None
\$	\$9.99/100-packet box \$14.95/1.5-lb bag
Distribution	SM, H/N, ND, IO
Contact	(866) 22-SWEET
	www.ZSweet.com

FYI

Sugar Alcohols

Sugar alcohols, or polyols, are carbohydrates with a chemical structure that resembles both sugar and alcohol. But, we are not talking about the ethanol found in alcoholic beverages. The body does not completely absorb or metabolize sugar alcohols, which results in fewer calories consumed when they are used in place of sugar. Since they are not acted upon by bacteria in the mouth, they do not cause tooth decay. Sugar alcohols are commercially produced from sucrose, glucose, or starch and are found naturally in a variety of fruits and vegetables. All sugar alcohols are considered GRAS and include orbitol, mannitol, xylitol, maltitol, lactitol, erythritol, isomalt, and hydrogenated starch hydrolysates. Unfortunately, sugar alcohols are known to cause abdominal gas, discomfort, and a laxative effect when over-consumed. Erythritol is the only sugar alcohol that does not produce these effects.



(continued on page 10)

Sweetener Comparison Chart

Product	Serving Size (1 teaspoon or equivalents)	Calories	Carbohydrate (g)	Sugar (g)	Sugar Alcohol (g)	Sweetness compared to sugar	Ingredients
Natural Sweeteners							
Sugar, powdered	1 teaspoon	10	2.5	2.5	0	1	Sucrose (fructose, glucose)
Sugar, brown	1 teaspoon	11	3	3	0	1	Sucrose (fructose, glucose)
Sugar, granulated	1 teaspoon	16	4	4	0	1	Sucrose (fructose, glucose)
Agave Nectar	1 teaspoon	20	5	5	0	3	Fructose, glucose
Molasses	1 teaspoon	20	5	4	0	0.75	Sucrose (fructose, glucose)
Honey	1 teaspoon	21	6	6	0	1	Fructose, glucose
Alternative Natural Sweeteners							
Organic Zero	1 ½ teaspoon	0	6	0	6	0.75	Erythritol
Sweet and Slender	½ packet	0	< 1	< 1	0	30	Lou han guo, fructose
Sweet Fiber	1 packet	0	< 1	0	0	30	Lou han guo, inulin, natural flavor
Sweet Leaf	½ packet	0	1	1	5	30	Stevia, inulin
Sweet Simplicity	1 ½ teaspoon	0	6	<1	5	0.75	Erythritol, fructose
ZSweet	1 teaspoon	0	4	0	4	0.75	Erythritol
Whey Low	1 teaspoon	4	4	4	0	1	Sucrose, fructose, lactose
Bob's Red Mill Fructose	1 teaspoon	15	4	4	0	2	Fructose
Artificial Sweetener							
Equal	1 packet	0	< 1	< 1	0	200	Maltodextrin, dextrose, aspartame
Nutra Sweet	1 packet	0	< 1	< 1	0	200	Aspartame
Splenda	1 packet	0	< 1	< 1	0	600	Maltodextrin, dextrose, sucralose
Sweet One	1 packet	0	< 1	< 1	0	200	Dextrose, Acesulfame-K, cream of tartar, calcium silicate, natural flavors
Sweet'N Low	1 packet	0	< 1	< 1	0	200-700	Dextrose, Saccharin, cream of tartar, calcium silicate
Domino Pure D'Lite	1 teaspoon	10	2	2	0	1	Sugar, maltodextrin, acesulfame potassium, neotame

Natural Sweetener Alternatives

Natural sugar substitutes are a convenient and healthy choice when you want to decrease sugar consumption and control blood sugar. Natural sweeteners are those made without any chemical modification. Look for ingredients such as erythritol (a sugar alcohol), Luo Han Guo (a sweet fruit extract), stevia (an herb), and fructose (fruit sugar).

Natural sweeteners can be found with other sugar substitutes in the baking aisle, in the “natural” or organic foods section, or with dietary supplements. Stevia and Luo Han Guo are in the process of attaining GRAS status and have been sold as supplements.

Why choose natural?

- ◆ They are natural! Sugar is a natural food and we should replace it with something natural.
- ◆ Natural sweeteners such as Luo Han Guo and stevia have been used for centuries in countries including Brazil, Paraguay, and China.
- ◆ One product can be used for both baking and sweetening, which reduces the amount of sugar substitute ingredients you need on hand.
- ◆ Provides the same benefits as artificial sweeteners—little or no calories and little or no effect on blood sugar levels.

Natural sweetener ingredients:

Erythritol:	A sugar alcohol found naturally in fruits and vegetables that can be fermented from sugar. It is similar to sugar and alcohol in chemical structure, but is not absorbed or metabolized and does not contain ethanol, which is found in alcoholic beverages. It is 60% to 80% as sweet as sugar and has a cool, minty aftertaste. Products containing erythritol are Sweet Simplicity, ZSweet, and Organic Zero.
Luo Han Guo:	A fruit native to southwestern China that has been used for centuries as a natural sweetener, medicinal, and longevity aid. Luo Han Guo is about 250 times sweeter than sugar and dissolves well in beverages. Products containing Luo Han Guo are Sweet Fiber and Sweet & Slender.
Stevia:	Extracted from the leaves of an herb in the sunflower family and native to South and Central America. As a sugar substitute, stevia’s taste has a slower onset and longer duration than that of sugar, although some of its extracts may have a bitter or licorice-like aftertaste at high concentrations. Stevia extract is 300 times sweeter than sugar. It dissolves well in beverages, but has a slightly bitter aftertaste. Products containing stevia are Sweet Leaf and Stevia Plus.
Fructose:	A natural sugar found in many fruits and vegetables. Fructose is absorbed more slowly by your system and does not spike your blood sugar the way table sugar does. Fructose contains the same number of calories as sugar, but is twice as sweet as sugar, so less is used. Fructose does not dissolve well in cold beverages, but is great for hot beverages and sprinkled on cereal. It is the best alternative sweetener for baking. Products containing fructose are WheyLow and Bob’s Red Mill Fructose.

How to choose a sweetener?

Check the product Web site.	All sweeteners claim that they are suitable for baking, but we found varying results. Recipes developed specifically for a particular sweetener will work better than trying to substitute a sweetener for a sugar in your favorite recipe.
For baking, use a blend.	Don’t try to replace all the sugar with a sweetener. Many recipes require at least some sugar to come out right. If you don’t want to use sugar, try combining a fruit puree along with a natural sweetener alternative to replace the sugar.
If you are diabetic, avoid fructose sweeteners.	The American Diabetes Association advises people with diabetes against using fructose because it may increase triglycerides.
Don’t overindulge.	Even sugar-free treats can contain plenty of carbohydrates and calories, and most of them offer few other positive nutrients such as vitamins and minerals.



MARY'S GONE CRACKERS RICE CRACKERS

Rating ***

Claims Organic, kosher, wheat and gluten free, whole grain

Allergens Soy

\$ \$3.39 to \$4.49/6.5 oz

Distribution H/N, ND

Contact 1.888.258.1250

www.marysgonecrackers.com

Mary's Gone Crackers Rice Crackers

What is behind the name of these crackers? Mary's Gone Crackers has a message in the name. Gone are the gluten and wheat that Mary Waldner, co-founder, found was the cause of her lifelong battle with digestive pain and fatigue. These crackers are made from organic, whole-grain brown rice; organic quinoa; organic flax seeds; and organic, brown sesame seeds, with no added fat. Although the Nutrition Facts report a total fat of 5 g and saturated fat of 0.5 g, this fat is found naturally in the flax and sesame seeds. The crackers provide 13 g whole grains and 3 g fiber per 1-oz serving, which is about 15 crackers. They also contain 450 mg omega-3 fats from whole flax seeds, which may not be fully available unless they are chewed thoroughly. Mary's crackers are manufactured in a dedicated gluten-free, wheat-free, nut-free facility. Flavors include Original, Caraway, Black Pepper, Herb, and Onion.

Pros: Organic, kosher, and gluten and wheat free. They provide 13 g whole grains, 3 g fiber per serving, and 450 mg omega-3.

Cons: None

🌸 These crackers taste great and are super crispy and satisfying. My favorite is the Black Pepper.

Mary's Gone Crackers Rice Crackers - ALL

Nutrition Facts	
Serving Size: 30g (15 crackers)	
Servings Per Container: 15	
Calories 140	Calories from Fat 40
% Daily Value	
Total Fat 5g	8%
Saturated Fat 0.5g	3%
Polyunsaturated Fat 2.5g	
Monounsaturated Fat 1.5g	
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 170mg	7%
Potassium 190mg	5%
Total Carb. 23g	8%
Dietary Fiber 3g	12%
Sugars 0g	
Protein 3g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 6%



Do Kids Eat Their Vegetables?

FYI Only 18% of America's children are eating the recommended three or more servings of fruits and vegetables each day, according to a study commissioned by Produce for Kids. The survey also exposed a disconnect between what kids like and what moms are buying. When kids were asked their favorites, they ranked carrots, broccoli, corn, and green peas. Parent's top vegetable purchases are potatoes, carrots, tomatoes, lettuce, and corn. [Read the press release.](#)

For cool, kid-friendly recipes and activities that promote produce, go to ProduceforKids.org.



RAGU MICROWAVE PASTA SAUCE

Rating ***

Claims Heart healthy

Allergens None

\$ \$2.12/13.5-oz pouch

Distribution SM, ND

www.Ragu.com

Ragu Microwave Pasta Sauce

Convenience, taste, and nutrition are at the top of a mom's food priorities, says FMI's annual consumer shopping survey. Ragu has taken this into consideration with their new microwavable pasta sauce. Packaged in a 90-second microwavable pouch, you can have a pasta dinner on the table in minutes with even less time for cleanup. Ragu Fresh & Simple pouch products are all-natural with no artificial additives, preservatives, or added sugar. Plus, these pouch products meet the FDA guidelines for "healthy" with just 3 g or less fat per serving and a sodium level below 480 mg per serving. In addition, you get a full serving of veggies in every ½ cup of sauce. Ragu Fresh & Simple is available in three varieties—Traditional Tomato Basil, Garden Veggie, and Tomato Onion & Garlic.

Pros: Convenient and heart healthy. Provide a serving of vegetables in ½ cup.

Cons: None

🌸 Kids love the smooth texture and mild flavors.

Ragu Microwave Pasta Sauce - all flavors

Nutrition Facts	
Serving Size: ½ cup (125g)	
Servings Per Container: 3	
Calories 80	Calories from Fat 25
% Daily Value	
Total Fat 3g	5%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 450mg	19%
Total Carb. 12g	4%
Dietary Fiber 3g	12%
Sugars 7g	
Protein 2g	
Vitamin A 100%	Vitamin C 15%
Calcium 4%	Iron 4%
Vitamin E 15%	

www.FeedOurKidsWell.com

FYI Visit this Ragu designed web site for an online playground of resourceful information, including meal and recipe suggestions and time-saving tips from real moms and dietetic experts Betsy Hornick, Mindy Hermann, Sylvia Klinger, and Bridget Swinney.



**BROTHERS-ALL-NATURAL
POTATO CRISPS**

Rating ***
Claims Fat free, reduced calorie
Allergens None
\$ \$0.75 to \$1.19/0.42-oz bag
Distribution CS, H/N, SD
www.brothersallnatural.com

Brothers-All-Natural Potato Crisps

Families looking for healthy and tasty snack options that are free of additives should put new Brothers-All-Natural Crisps at the top of their shopping lists. In addition to fruit crisps, reviewed in the *May 2007 SUPERMARKET SAVVY Newsletter*, Brothers' now produces Potato Crisps. The Potato Crisps are fat free and preservative free. New Potato Crisps are available in four flavors—Salt, Black Pepper and Sea Salt, Szechuan Pepper, and Onion and Garlic.

Brothers-All-Natural products are freeze-dried to lock in nutrients naturally found in fruits and potatoes. Calories and some nutrients are removed with the water during the freeze-drying process. A ½-cup serving of Potato Crisps is only 35 to 40 calories.

Pros: Fat free and low in sodium. The fruit crisps are sodium-free.

Cons: None

Crispy with a good potato taste

**Brothers-All-Natural
Potato Crisps - All**

Nutrition Facts	
Serving Size: 12 g (1/2 cup)	
Servings Per Container:	
Calories 35	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 190mg	8%
Total Carb. 9g	3%
Dietary Fiber 1g	4%
Sugars 1g	
Protein 1g	
Vitamin A 0%	Vitamin C 0%
Calcium 4%	Iron 0%



OCEAN SPRAY CRANERGY

Rating **
Claims Reduced calories and sugar
Allergens None
\$ \$3.99/46 oz or 4 12-oz containers
Distribution SM, ND
www.oceanspray.com

Ocean Spray Cranergy

Are you looking for a natural way to energize? Ocean Spray says that Cranergy can provide a natural energy from real fruit juice (23%), green tea extract, and B vitamins. Cranberries and green tea also are known to be high in antioxidants that help the body fight free radicals and the five B vitamins (70% DV of niacin, B2, B6, B12, & pantothenic acid) support healthy energy production. Cranergy also contains 100% DV of vitamin C, which can help boost immunity. Cranergy only contains 35 calories per 8-oz serving—50% fewer calories and sugar than other leading energy drinks—and is sweetened with Splenda. Cranergy is available in two flavors—Cranberry Lift and Raspberry Cranberry Lift. Find Cranergy in the juice aisle of the supermarket.

Pros: Made with real fruit juice (23%); excellent source of vitamin C and five B vitamins

Cons: Sweetened with Splenda

Pleasant cranberry taste with just a hint of sweetness

Ocean Spray Cranergy

Nutrition Facts	
Serving Size: 12 oz	
Servings Per Container: 1	
Calories 50	Calories from Fat 0
% Daily Value	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 75mg	3%
Total Carb. 12g	4%
Dietary Fiber 0g	0%
Sugars 12g	
Protein 0g	
Vitamin A 0%	Vitamin C 100%
Calcium 0%	Iron 0%
Vitamin B2 70%	Niacin 70%
Vitamin B6 70%	Vitamin B12 70%
Pantothenic Acid 70%	

FYI

McCormick Black Pepper Blends

Because pepper can be stored for many years without losing its flavor and aroma, it has long been known as the master spice. Pepper was so precious in ancient times that it was used as money to pay taxes, tributes, dowries, and rent. It was weighed like gold and used as a common medium of exchange. In A.D. 410, when Rome was captured, 3,000 pounds of pepper were demanded as ransom. "Americans truly have a passion for pepper, exemplified by the 60% increase in pepper imports in the last 20 years," said Laurie Harrsen, Director of Consumer Communications at McCormick. Look for these new varieties of pepper to spice up your summer grilling—McCormick Smokehouse Ground Black Pepper and Worcestershire Ground Black Pepper Blend. [Check out Spices for Health on the McCormick Web site.](#)





PLANTERS NUT-RITION

Rating **

Claims Heart healthy, energy, and digestive health

Allergens Nuts, tree nuts, soy, wheat

\$ \$7.99/9 oz

Distribution SM, ND

www.nutnutrition.com

Planters NUT-rition

There has been a lot said about the health benefits of nuts, including the approval of two Qualified Health Claims regarding nuts in general and walnuts in the reduction of heart disease risks. Planter's has taken these claims to heart by formulating a mix of specific nuts recommended for Heart Health—peanuts, almonds, pistachios, pecans, walnuts, and hazelnuts—and going light on the sodium (40 mg per serving).

The focus on NUT-rition has been so popular that Planter's has come out with additional mixes for energy and digestive health. The Energy Mix combines almonds, peanuts, and walnuts with dark chocolate-covered soy nuts and honey-roasted sesame sticks. This only changes the nutrition number slightly—a bit more calories (190 vs. 170), more carbohydrates (11 g vs. 5 g), and more sodium (105 mg vs. 45 mg).

The newest addition to the NUT-rition line is for Digestive Health and blends pistachios, almonds, cranberries, granola clusters, and cherries. This formulation lowers the calories to 150 and the fat to 8 g. The granola clusters contain digestive-friendly, whole-grain rolled oats and inulin, a prebiotic, but also contain high-fructose corn syrup.

Pros: Heart-healthy nuts that are low in saturated fat and high in mono and polyunsaturated fats.

Cons: Nuts are high sources of calories and total fat and should be eaten in moderation. The recommended serving by the U.S. Dietary Guidelines for Americans is 1.5 oz, which is a small handful.

🌸 I agree that nuts are heart healthy, but the benefits of the Energy and Digestive Health Mixes are minimal. The low-sodium Heart Healthy mix is great in moderation.

Planters NUT-rition - Digestive Health

Nutrition Facts

Serving Size: 32g
Servings Per Container: 8

Calories 150	Calories from Fat 70	% Daily Value
Total Fat 8g		12%
Saturated Fat 1g		5%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 45mg		2%
Total Carb. 17g		6%
Dietary Fiber 3g		12%
Sugars 11g		
Protein 4g		
Vitamin A 0%	Vitamin C 4%	
Calcium 0%	Iron 4%	



NEW MORNING ORGANIC GRAHAM CRACKERS

Rating ***

Claims Organic

Allergens Wheat

\$ \$4.30/14.4 oz

Distribution H/N, SD

Contact 1.888.258.1250

www.usmillslc.com

New Morning Organic Graham Crackers

U.S. Mills has reformulated New Morning Grahams so that they now contain more than 95% organically produced ingredients and carry the USDA Organic Seal. In addition to being certified organic, New Morning Organic Honey Grahams and Cinnamon Grahams are low fat and do not have hydrogenated oils, trans fats, dairy ingredients, or artificial colors, flavors, or preservatives.

In addition, the New Morning line also includes Mini Bites Graham Snacks available in 90-calorie snack packs in Honey Graham and Chocolate Graham flavors. New Morning also offers Graham-Wiches sandwich cookies available in three varieties—Honey Graham and Vanilla Crème, Chocolate Graham and Peanut Butter Crème, and Honey Graham and Peanut Butter Crème.

Pros: Organic, low fat

Cons: None

🌸 Graham crackers have always been a healthy choice and these have the added benefit of being made with organic ingredients.

New Morning Organic Graham Crackers - Honey Grahams

Nutrition Facts

Serving Size: 31 g (2 crackers)
Servings Per Container: 13

Calories 120	Calories from Fat 20	% Daily Value
Total Fat 2.5g		4%
Saturated Fat 0g		0%
Trans Fat 0g		
Cholesterol 0mg		0%
Sodium 140-150mg		6%
Total Carb. 21g		7%
Dietary Fiber <1g		2%
Sugars 6g		
Protein 2g		
Vitamin A 0%	Vitamin C 0%	
Calcium 0%	Iron 2%	

FYI The Future of Supermarket Nutritionists Looks Good

In-store nutritionists will be as commonplace as pharmacists within 10 years reports Willard Bishop in *Competitive Edge*. In fact, he predicts that the supermarket will become a portal to the healthcare system, and the nutritionist will play a vital role in the years ahead. [Read the May 2008 issue of Competitive Edge](#) that looks at how nutritionists are helping advance the Health & Wellness movement and how they will impact supermarket shopping over the next decade. "They will influence shopping behavior and will serve as a catalyst for connecting food and health at retail." [Download the Coca-Cola Retailing Research Council report, Connecting the Dots Between Food and Health: Expanding the Market for Retail Grocery](#) on which this information is based.

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published 10 times per year

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Allergens Corn

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Thanks to
Natalie Davis,
Dietetic Intern
with Texas
Women's
University in
Houston, TX, for
assistance with
researching and
writing information
on Natural
Sweeteners.

FYI

Miracle Fruit Tricks the Tongue

Can you believe a berry that rewires your palate so that it perceives sour flavors as sweet as candy? The miracle fruit, *Synsepalum dulcificum*, is native to West Africa and has been known since the 18th century. The cause of the reaction is a protein called miraculin, which binds with the taste buds and acts as a sweetness inducer when it comes in contact with acids, according to a Linda Bartoshuk, a scientist at the University of Florida's Center for Smell and Taste, who has studied the fruit. [Read New York Times article.](#)



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